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Plan to get this business!

You can sell plants that will "look like a million," that will bring your customer's gardens up-to-the-mode; that will give a lot of pleasure; and that will make people proud of their homes. But to effect these improvements you must offer improved varieties. Your trade wants them; in fact, is buying them. Plan to get this business!

Mrs. Johnston, one of your best customers let us say, will be exceptionally pleased to display her plants of Forsythia intermedia spectabilis. "My dear, it's the showiest of those lovely Forsythias. You ought to have some by all means." Think of the cost-less advertising you get. Of the demand that is built up for your products.

Decide today that improved varieties, such as the following, will put you in position to make a mint of money; offer them in your advertising; provide for stock of them at once! Here's the place to begin—pencil out your list right now from this page!

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Ampelopsis tricuspidata atropurpurea
Purple Boston Ivy

The habit of attaching itself firmly and closely to stonework places Ampelopsis tricuspidata (Boston Ivy) in the forefront of popularity. This new variety, atropurpurea, is similar to the type and possesses the added attraction of dark purple leaves.

Berberis julianae
Wintergreen Barberry

This is a handsome shrub of rather upright habit, said to be the hardiest of evergreen Barberries. Its long, leathery leaves assume a brilliant crimson tint in Autumn. Berberis julianae attracted much attention from nurserymen who saw it in this Summer, and judging by orders already booked it will be a good seller.

Deutzia lemoinei compacta
Improved Lemoine Deutzia

This variety is an improvement over Deutzia gracilis rosea, formerly considered one of the most pleasing Deutzias. The flowers are slightly pink on the outside, and the plant is well adapted to shrubbery plantings.

Deutzia scabra eximia
Improved Slender Pink Deutzia

This variety is an improvement over Deutzia gracilis rosea, formerly considered one of the most pleasing Deutzias. The flowers are slightly pink on the outside, and the plant is well adapted to shrubbery plantings.

Euonymus radicans minimus
(Kewensis)

Baby Winter creeper

For rockeries, this pretty variety is a delightful subject. Its small, oval foliage is of a very dark green with lighter veins, and the splendid trailing habit of the plant makes it desirable also for carpeting the ground.

Philadelphus splendens
Splendid Mockorange

This Philadelphus makes a most attractive specimen shrub. It is a strong-growing variety of arching habit, with dense foliage, and produces a great abundance of pure white flowers, which are retained throughout the Winter.

Philadelphus Virginal Argentine
Silverleaf Virginal Mockorange

The flowers of this variety, which is of the Virginal group, are borne three to a cluster and the leaves are of a silvery sheen.

THE CONARD-PYLE CO.
Robert Pyle, President
West Grove, Pa.